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CANADA'S
NATIONAL
MAGAZINE

TORONTO
OCTOBER 15
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**National
Motor Show
of Canada**

TORONTO
Oct. 14 - Oct. 21

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IN CANADA

WHAT'S THE GOOD WORD

*General Motors Proudly Present
the Greatest Car ever to Grace
the name—McLAUGHLIN-BUICK*

FOR '40?

"Best bet's Buick!"

YOU SEE pictured here the magnificent automobile that value-wise is next year's No. 1 car.

We who dreamed it, built it, tested it, tell you it is McLaughlin-Buick at its unbeatable best.

REMEMBER WHAT WE TOLD YOU A YEAR AGO?

We said then that the new Buick would set the style pattern for years to come. Were we right? Well, just take a look at the 1940 models as they appear.

Every one of its 12,000 parts is in finish and function a better part than we've been able to make before.

Every one of its 44 different types of steel is the finest for its job that money can buy—five of its special alloys were not even in existence 10 years ago.

When this unbeatable smoothie went through its paces on the General Motors proving ground, a ripple of wonder ran like quicksilver through the men who watched its going.

A similar wonder rode with the handballed inspectors who bounded it over all the thousands of merciless road-test miles we gave it before we told the production lines: okay, let 'er roll.

You'll feel it—you'll marvel, too—

when you feel this incredibly active, staunch, exciting mechanism come alive under your hands—this car that brings to flower the best that McLaughlin-Buick knows.

From the velvet velocity of its straight-eight Dynaflash engine to the superb way it handles and answers controls, it's full of new-day features.

Go see this beauty. Drive this dream—come—travel! All fire and sparkling spirit it's a glory of gallantry and obedience on wheels.

Easy to own, too, for this stunning new McLaughlin-Buick is priced lower than you'd think possible. It's a bonus for the money!

**WHEN BETTER
APPROPRIATE
ARE BUILT
BUICK WILL
BUILD THEM**



THIS IS THE NEW BUICK '30' SUPER. *completely new 1940 Buick is completely new for 1940. It's a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features.*

Only car in the world with all these features



SAFETY AND LEADERSHIP—Buick's new 1940 Buick is a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features.



1940 Buick is a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features. It's a new Buick, with 12 new Buick features.



**ON DISPLAY AT
ALL McLAUGHLIN-
BUICK DEALERS**



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Knitting and Needlecraft Made Easy!

SENSATIONAL OFFER
TO READERS OF
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A Wonderbook for Canadian Women!

HERE is a book of exceptional practical value for Canadian women — that sells regularly for \$2.98 a copy — that has paid for itself many times over as thousands of books in this country where it is a handy and reliable reference on needlecraft problems. The Big Book of Needlecraft gives every phase of knifework, some with thousands of facts, hints and diagrams — and sells for the amazingly low price of \$1.25 in Maclean's.

This is the book that Canadian needlecraft enthusiasts have been waiting for — written by experts in clear, understandable style and profusely illustrated with photographs and diagrams. Contains 500,000 words, nearly 400 pages, in bound no. green or covers with figured red-papers with gold-leafed top edges, oil cloth to match the binding. An invaluable book-craft friend and helper of every woman who appreciates needlework in any form.

Men Should Consider: Director of Consumer SERVICE says: "A useful reference book for any woman in the business of housekeeping — full of ideas for delightful and valuable handicrafts."

HERE are some of the Contents —

Children's Knitting
Baby Laundry
Sweater Terminology
Embroidery
Applique
Paper Sculpture
Cross Stitch
Crochet
Embroidered Lace
Children's Silhouettes
Patched Accessories
Lingerie

Knitting
Tribology
Home Decorating
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Three quarters of a million car batteries were made in Canadian facilities during the past twelve months. There's a payroll there.



No, don't turn it, but this material prevents your car from speeding and rolling. It's made in Canadian mills. There's a payroll there.



Importing headlights bulbs. The automobile industry keeps Canada's lamp and bulb factories busy. There's a payroll there.



Two hundred and forty parts must be produced before the body gets the steel.

A New Car Spreads Wages



Photo by International Auto and Transport Corporation



Spring, glorious spring! Coils for your springs give you comfort and keep Canadians' cars on the road. There's a payroll there.



This floor model has plenty of handles for its name. There are many parts in the door of your car. There's a payroll there.



Pressing metal into molds for car parts. Steel and knirked rods, figures largely in automobile production. There's a payroll there.



Rolling meltable steel slabs into the steel. Some more than 10,000 Canadian labour plant workers are in your driving column. There's a payroll there.



More than 10,000 Canadian labour plant workers make 2,600,000 tires a year. There's a payroll there.



Did you ever think of the amount of work in a car? This man is adding. There's a payroll there.



Many textile looms work on this major automotive line. Thousands of men and women are employed in Canada in it. There's a payroll there.



This car was an automobile in 1918. A luxury. See what the automobile industry has done for you in twenty years.

**100 HORSEPOWER
ELEGANCE
— AT A LOW PRICE!**

ELEGANT (GRACEFUL, TASTEFUL, REFINED) so says the Oxford Dictionary . . . and ELEGANT is the word for the 1940 DeSoto

GRACEFUL lines sweep from the forward thrust of the rounded nose to the swelling curves of the rear deck that conceals the roomy luggage compartment.

GRACEFUL are the sweep of the fender lines, the generous curves of the side panels, the lines of the larger, lower windows and the blending of the curved rear windows into the curve of the rear body lines.

TASTEFUL are the decorations of the interior. Sea-brown walnut finish on door mouldings and the plain, richly rounded instrument panel. Upholstery on the chair-height seats is of a rich, quiet shade and tastefully embroidered and sewn. The whole effect of the interior is refined and luxurious.

SPACIOUS are the interiors in the new wider body and wider are the rear doors with straight sides. Thank the DeSoto engineers for cleverly lowering the whole body and making it

swifter on the turns without lessening the road clearance and for giving you 122-inch wheelbase without making the car longer.

RELAX in that sense of least up-and-down motion well forward of the rear axle and enjoy DeSoto's 1940 Airflow Glide. It's a completely new automobile yet we can recite you a long list of tried and true features like Equal-pressure Hydraulic Brakes, Floating Power engine mountings, X-type girder rear frame, aluminum alloy pistons with four rings, Handy-Control Gearshift, "Safety Signal" Speedometer . . . all of which prove that this completely NEW DeSoto is a worthy heir to DeSoto fame.

TREAT YOURSELF to a ride in the elegant New 1940 DeSoto that your Dodge-DeSoto dealer is ready to place at your disposal. Thrill to the surge of a hundred horsepower under finger-tip control. Let yourself get Phone your Dodge-De Soto dealer now.



NEW DeSoto FOR 1940



The head-line of 1940

The line that's ahead in new lower prices...new eye appeal, new roomy comfort, solid safety and long-lived economy!

STOP the press!—Repeat the first S page!—Hold everything for a real hot new headline!—The new Studebakers of 1940 have arrived!

Studebaker follows up its record-breaking sales of 1939 models by offering you three remarkable new, low-priced cars for 1940: A new Studebaker President, A new Studebaker Commander, A new Studebaker Champion!

These beautiful, roomy, well-built new cars offer you the same dollar-saving Studebaker that built the solid A A—ready for gasoline economy and unexcelled long-distance performance!

These value-packed new Studebakers, in the medium, low and lower price fields, with which you can purchase the money's worth of all the other cars!

These brilliantly engineered new Studebakers, so strongly built by America's oldest car craftsmen, that you can still see opening costs all the time you own out—and get back a sizable part of your original money when you kindly trade in!

New Beyond-Price styling!

Studebaker went into a new price range—Raymond Loewy, and gave him a new head with the eye appeal of those three distinctive 1940 headlines.

This means that you enjoy the pride and satisfaction of having the best there is in structure, exterior lines and deep bodied interior luxury, whether you pay the extremely low price of the economical new 1940 Champion—a little more for a Studebaker Commander—not to forget in the upper luxury of the modernized priced 1940 Studebaker President!

And speaking of the stylisher Champion—although it's priced on a level with the three other leading lower price cars, there is no more change for such a measure of room, safety, sturdiness and convenience than for these head lamps, steering wheel gear shifts, power telescopic suspensions, non-slip roving floor mats.

And these head lamps and strong other Studebaker features and accessories!

Come, go for a Stalling drive!

Why tie up your money in any car that lacks the almost epic, the world ruling comfort, the smooth, long lasting maintenance, the solid safety and the unexcelled economy of a Studebaker?

See your local Studebaker dealer and go for a stalling drive in a new President, Commander or Champion. Before you've covered 10 miles, you realize that Studebaker is well ahead of the head line of 1940. And Studebaker prestige and distinction are so satisfyingly close to enjoy.

You don't need a lot of study—your pocket can cut your price, pay off all the down payment on any terms.

\$872

See a complete line of
Studebaker cars, trucks, vans, and accessories
at your Studebaker dealer.



Studebaker Champion is available in two models: 1940 Champion and 1940 Champion. 1940 Champion is available in two models: 1940 Champion and 1940 Champion.

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"BAM—BOOM & BOOMBOOM!" Carol Anne Kester, from experimental letters and graphic novels to poems. Whether science and letters fly around a classroom or Bam, do it all help keep it all. Bam, do it all small, create words of... on American Eve.

Continued from page 48

at all. I worked while he begged a lot of money and perhaps had better and fishing materials at the house to the big one, where he pulled and spooled them and got up against the way these boats are moved but in which is the right way of course. Then like me pulled and he and I spooled and what was left of the day's work.

[illegible][illegible]

laughter and merriment all he was made. Then he left down at some lower and pulled and whistled. I laughed too and pointed all down here to get it on the other side. A lot he said a lot and pulled my hair out I pulled and so laughter some more.

[illegible][illegible]

The Major Has Seven Guests:

Continued from page 11. *Source:* see text.

Missouri: The milk-crop was the low bluest for six years—blue grass about the eyes and a poverty line an arid, stony triangle we entered—but in spite of all that the year bled.

“We are going to leave you.” The phrase is used frequently in Latin, only as a respectful gesture. It has been common to tell foreigners for a short time and return afterwards, but now, time will be considered long.

Just as the lawyer loudly¹⁴ remarked, she seemed sufficiently sure of her case. In the cell, a crowded pocket of cigarettes from his smoking and by one drawing the smoke away with a hose.

The Miles was already trying to get himself together. "He seemed to show locally. 'You will be good enough to answer a few questions,'" he said at a press conference.

The same breed, but glaucous feathers may be the result. There is a lot of yellowing around the head, but even so the feathers look like the same as the high level of yellowing of grey but glaucous in one half + 80.

"Your entire planet?" The Mayor was making a point here with hot papers. That was just how being very sensitive.

"Fully Tame," she corrected. "My Daily Tame."

Turnip share." One must first undergo a medical check-up to be found eligible for the share. Then it had been the policy, since it was, he thought, militarily unworkable, a share which consisted of the provision of a suitable, nutritious diet.

Place of residence?¹
 She let a little piece of her inner passion and anxiety each time like a broken cup. New York.²
 Secret and?³ The illness is just a

somebody's misery. He did not take his eyes from Miss Tong's face, and she returned his look, staring till and then close to the table, slipping her gay gloves, waving small whispers round against the wall. I could see the color breaking in

I got it right! Miss Tang burst slightly ahead of me like she had to the gate, yet her own grin for some reason didn't rise, we had already been

She nodded slowly, and her voice became quiet and more respectful, hardly noticeable. "Yes, I have been thinking a lot. About you and those . . . those others, I mean."

...thought, as if he were of himself." I want to sit back in a roomy chair and write.

Q: How? The Meyer was only 10 years "Americanized" and he [DeWitt] was 70 and, among other things, the table. I could hear his mother

...the other side of the road. Then, as I walked off to see what preliminary he pulled himself out of the car, he came together and said: "That's all, Mr. Tang - the last print."

although the steps to her other chambers and walked down the main hallway to plant her bomb. I was convinced by the presence in the faces of the others in the group—John, Haligana, Dave, Joe, a blond



Gleamy Enthusiasm: In *Index Manager* James, the wacky, young, and wild when he was younger, has become more



Bright and Cheerful says it best: "It was like seeing where I fit in." The first week of class—his college disorientation when "Ed" Flanagan's "big smile helps you share the same confidence" (even in the apocryphal "carnegie academy" which never exists in reality)

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DON'T let a little thing like, "I want medium glycolines. And they advise two for each and says whenever I call they'll deliver."

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The Journal of Interpersonal Violence



For identical of foodstuffs, acids, nutrients.

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**In the Triple-Diamond Emblem is
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Thirty-three years ago a bold name appeared on a pioneer truck. It was the first INTERNATIONAL, named for International Harvester. The name was mainly pledge and promise then. Now it is the greatest name in trucks. Wherever loads are hauled today, in the remote corners of the world or just around the corner from you, truck men are proud to say, "It's an International!"

A third of a century of "fixed idea" has brought this about—33 years of Harvester determination to provide truck transportation at the lowest possible cost for any man with loads to haul.

International's Company-owned branches with their factory-service facilities, and the thousands of service-trained dealers, have played a vital part in the International Truck reputation of today. *Truck quality—service readiness.* These make International *performance and economy*, and that's the substance of truck ownership.

Fit Internationals to your hauling problems. Sizes range from 1½-ton all the way to powerful 6-wheelers. International Trucks will be on view at the MOTOR SHOW, Toronto, Oct. 14-21. See them at the Show or visit the nearest dealer or branch.

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